

## Message Text

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PAGE 01 MADRID 07853 161118Z

44

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 W

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R 131758Z DEC 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 669

AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 7853

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJECT: IN-STORE PROMOTION: GALERIAS PRECIADOS, S.A.

REF USDOC 13346

1. ANTONIO RODRIGUEZ-PASCUAL OF GALERIAS PRECIADOS SIGNED CONTRACT WITH EMBOFFS DEC 13 FOR ISP MARCH OR APRIL 1975 COMMITTING DEPARTMENT STORE TO PURCHASES OF US PRODUCTS, OTHER THAN FOOD PRODUCTS, F.O.B., NOT LESS THAN \$1.5 MILLION, WHILE USG SUPPORT LEVEL WILL BE \$25,000. COPY OF SIGNED CONTRACT WILL BE SENT TO COMMERCE/BIC/OIM/SAD.
2. WHEN RODRIGUEZ URGED TO LOCK IN EXACT DATES SO THAT MOON ROCK AND OTHER POSSIBLE US PROMOTIONAL ASSISTS CAN BE SCHEDULED, HE SAID HE WOULD INFORM EMBASSY ASAP, NOT LATER THAN MID-JANUARY.
3. WHILE RODRIGUEZ STATED GALERIAS PRECIADOS IS CONTINUING ITS EFFORTS WITH MINISTRY OF COMMERCE TO OBTAIN RELEASE OF SOME US PRODUCTS FORMERLY LIBERALIZED BUT THEN PLACED UNDER QUOTA RESTRICTIONS AFTER THEY HAD BEEN ORDERED, EMBOFFS STATED THEY WOULD BE PLEASED SEE APPROPRIATE MINISTRY OFFICIALS IN ORDER INDICATE EMBASSY'S INTEREST IN HAVING THE GOODS (AMOUNTING TO SOME \$110,000) RELEASED.
4. VIEW THIS MAJOR PROMOTION BY GALERIAS PRECIADOS, WE HOPE EVERY EFFORT WILL BE MADE BY APPROPRIATE WASHINGTON

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PAGE 02 MADRID 07853 161118Z

OFFICES TO PROVIDE PROMOTIONAL ASSISTANCE TO GALERIAS

PRECIADOS. THIS REGARD, DIRECTOR OF PROMOTIONS OF  
GALERIAS HAS AN APPOINTMENT TO SEE COMMERCIAL OFFICE  
AND USIS MADRID ON DEC 18 TO OUTLINE OVERALL PRO-  
MOTION CAMPAIGN FOR SPECIAL USA EVENT.  
EATON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 13 DEC 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Reference:** 74 USDOC 13346  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 09 OCT 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <09 OCT 2002 by ReddocGW>; APPROVED <28-Oct-2002 by golinofr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
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**Subject:** IN-STORE PROMOTION: GALERIAS PRECIADOS, S.A.  
**TAGS:** BEXP, SP  
**To:** STATE BILBAO  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005